

ABSTRACT

A multi-user, network-based computer program and database provides a faster, less-time consuming, iterative process for (a) determining what customers of a client value both
5 currently and in the future, (b) grouping those customers into common market segments, (c) articulating winning value propositions (including required customer experiences and the price to charge) to target customers, and (d) documenting organizational/functional and business partner requirements for delivering the chosen value to the customer (including both actions to create and to communicate the value to customers).

10